

Table 5-2: Estimated Annual Revenue from Visitors

		Visitors	
Annual Circulator Trips	7-Day pass	2,585,453	20.3%
	3-Day pass	2,369,878	18.6%
	1-Day pass	285,962	2.2%
	cash	7,471,501	58.8%
	all fare media	12,712,794	
Revenue per Passenger	7-Day pass	\$0.44	¹
	3-Day pass	\$0.45	²
	1-Day pass	\$0.49	³
	cash	\$0.50	
	all fare media	\$0.48	
Annual Revenue	7-Day pass	\$1,142,742	19%
	3-Day pass	\$1,065,114	18%
	1-Day pass	\$139,494	2%
	cash	\$3,735,751	61%
	all fare media	\$6,083,100	

1. assumes 18.1 circulator trips/pass

2. assumes 8.9 circulator trips/pass

3. assumes 4.1 circulator trips/pass

Table 5-3: Summary of Estimated Annual Revenue

	Ridership	Revenue	Revenue per Passenger
Workers and Shoppers	3,634,864	\$1,607,756	\$0.44
Visitors	12,712,794	\$6,083,100	\$0.48
Total	16,347,658	\$7,690,856	\$0.47

All remaining visitor trips were assumed to be paid with cash at the 50 cent fare. For 7-Day passes, the analysis assumed an average of 18.1 trips per pass, with a resulting average fare per trip of 44 cents. For 3-Day passes, the analysis assumed an average of 8.9 trips per pass, and for 1-Day passes, an average of 4.1 trips per pass. The resulting revenue per passenger and annual revenue is shown in Table 5-2. Overall, the result is an average revenue per passenger of 48 cents, with passes accounting for 41% of all trips.

Table 5-3 summarizes the projected annual ridership, revenue, and average fare for the circulator. The overall average fare is projected at 47 cents.